

IN THE CLAIMS

Please amend the claims as follows:

1. ~~(Currently Amended) A system for transmitting a media object containing content targeted to a user based upon a user profile comprising:~~
 - ~~—— an input port for receiving a media object containing content targeted to a user profile;~~
 - ~~and~~
 - ~~—— a transmitting system, connected to the input port, which transmits the media object in a programming signal to a user associated with the user profile;~~
 - ~~—— whereupon receiving the media object from the input port, the transmitting system determines the user profile targeted by the media object, identifies a user associated with the user profile, and transmits the media object to the identified user, wherein the transmitted media object is part of a program composition comprising multiple media objects presented simultaneously and the transmitted media object is targeted separately from at least one other media object in the composition.~~

A system for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user audiences, comprising:

- a source of the plurality of media objects, the plurality of media objects including a plurality of background media objects and a plurality of targeted media objects; and
- a transmitting system in communication with the source of the plurality of media objects, the transmitting system configured to transmit a programming signal that comprises,
 - a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user audiences, and
 - a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user audience and a second media object to be targeted to a second user audience.

2. (Currently Amended) The system of claim 1, wherein the at least two user audiences are based on a plurality of user profiles, the each user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, purchase behavior, a compilation of viewing habits from at least two users, statistical information, and regional information.

3. (Currently Amended) The system of claim 2, wherein the each user profile is generated by a user profiling system co-located with the transmitting system.

4. (Original) The system of claim 1, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

5. (Original) The system of claim 1, wherein the programming signal is transmitted by the transmitting system to a receiving system via a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics.

6. (Currently Amended) The system of claim 1, wherein the ~~media object~~ plurality of media objects is received by ~~the~~ an input port in communication with the transmitting system over a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

7. (Original) The system of claim 1, wherein the transmitting system further comprises a wireless system selected from the group consisting of: television broadcasting system, radio broadcasting system, microwave systems, millimeter wave systems, infrared systems, wireless telecommunications system, and a satellite broadcasting system.

8. (Original) The system of claim 1, wherein the transmitting system further comprises a wired system utilizing a communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, and closed circuit cable.
9. (Currently Amended) The system of claim 1, wherein ~~the~~ an input port in communication with the transmitting system receives the ~~media-object~~ plurality of media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.
10. (Currently Amended) The system of claim 1, wherein the transmitting system transmits the programming signal ~~to the user~~ via at least one network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.
11. (Currently Amended) The system of claim 10, wherein the programming signal is streamed ~~to the user~~ over the network.
12. (Currently Amended) The system of claim 1, wherein the ~~media-object~~ the plurality of media objects is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.
13. (Original) The system of claim 1, wherein the transmitting system utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM to transmit the programming signal.
14. (Original) The system of claim 1, wherein the programming signal includes at least one media object containing content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program,

music video, game show program, motion picture program, video program, live program, audio program, polling question, educational program, non-commercial program, and a pre-recorded program.

15. (Original) The system of claim 1, wherein the programming signal includes at least one media object containing advertising related content.

16. (Currently Amended) The system of claim 1, wherein the transmitting system receives [[a]] the first media object and the second media object from the an input port in communication with the transmitting system, combines the first media object and the second media object into a composite programming signal and transmits the composite programming signal, whereupon receiving the composite programming signal a receiving system selects one of the first media object and the second media object based upon the a user profile.

17-25. (Canceled)

26. (Currently Amended) ~~A system for transmitting at least two media objects, each media object containing content targeted to at least one user profile, wherein a system receiving the at least two media objects selects a media object for presentation to a user based upon an association of the user with one of the user profiles, comprising:~~
~~—— an input port for receiving at least two media objects for incorporation within a programming signal, wherein each media object contains content targeted to a unique user profile; and~~
~~—— a transmitting system, connected to the input port, which transmits a programming signal containing each media object received at the input port;~~
~~—— whereupon receipt of the programming signal by a receiving system, the receiving system identifies the user profile to which each media object received in the programming signal is targeted, determines a user profile associated with a user, selects a media object containing content targeted to the user profile associated with the user, and outputs the selected media object to a presentation system for presentation to the user, and wherein the media object is part of a~~

~~program composition comprising multiple media objects presented simultaneously and the media object is targeted separately from at least one other media object in the composition.~~

A system for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user audiences, comprising:

a source of the plurality of media objects, the plurality of media objects including a plurality of background media objects and a plurality of targeted media objects;

a transmitting system in communication with the source of the plurality of media objects, the transmitting system configured to transmit a programming signal that comprises,

a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user audiences, and

a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user audience and a second media object to be targeted to a second user audience; and

a receiving system in communication with the transmitting system, the receiving system configured to:

receive the programming signal;

select at least one of the first media object targeted to the first user audience or the second media object targeted to the second user audience from the programming signal based on a user profile; and

output the portion of the plurality of background media objects and the at least one of the first media object or the second media object to a presentation system.

27. (Currently Amended) The system of claim 26, wherein ~~[[a]]~~ the first media object contains content targeted to a first user profile, and ~~[[a]]~~ the second media object contains content targeted to a second user profile.

28. (Currently Amended) The system of claim 26, wherein ~~[[a]]~~ the first media object and ~~[[a]]~~ the second media object both contain content targeted to a first user profile.

29. (Original) The system of claim 26, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, purchase behavior, statistical information, selection of a media object by a user during a programming signal, and regional information.

30. (Original) The system of claim 26, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

31. (Original) The system of claim 26, wherein the programming signal is transmitted by the transmitting system to the receiving system via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

32. (Currently Amended) The system of claim 26, wherein ~~the~~ an input port in communication with the transmitting system receives at least one of the plurality of media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

33. (Currently Amended) The system of claim 26, wherein at least one of the plurality of media objects contain content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, educational program, video program, live program, audio program, polling question, non-commercial program, and a pre-recorded program.

34. (Currently Amended) The system of claim 26, wherein at least one of the plurality of media objects contain advertising related content.

35-51 (Cancelled)

52. (Currently Amended) ~~A method for transmitting a media object containing content targeted to a user profile comprising:~~

- ~~—— obtaining a media object containing content targeted to a user profile;~~
- ~~—— identifying the user profile targeted by the media object;~~
- ~~—— identifying at least one user associated with the user profile; and~~
- ~~—— transmitting the media object in a programming signal to the at least one user associated with the user profile;~~
- ~~—— whereupon receipt of the programming signal, the media object is presented to the user associated with the user profile as part of a program composition comprising multiple media objects presented simultaneously and the media object is targeted separately from at least one other media object in the composition.~~

A method for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user profiles, comprising:

obtaining the plurality of media objects that includes a plurality of background media objects and a plurality of targeted media objects; and

transmitting a programming signal that comprises,

a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user profiles, and

a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user profile and a second media object to be targeted to a second user profile.

53. (Currently Amended) The method of claim 52, wherein ~~the media object~~ the plurality of media objects further comprises content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data.

54. (Currently Amended) The method of claim 52, wherein ~~the media object obtained~~ the plurality of media objects is in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

55. (Currently Amended) The method of claim 52, wherein ~~the media object is transmitted to the user in a~~ programming signal is transmitted via a transmission medium selected from the group consisting of: the broadcast, a wireless, satellite, cable, and fiber optics.

56. (Currently Amended) The method of claim 52, wherein ~~the media object~~ the plurality of media objects contains content which relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, a polling question, and a pre-recorded program.

57. (Currently Amended) The method of claim 52, wherein ~~the media object~~ the plurality of media objects contains advertising related content.

58. (Currently Amended) The method of claim 52, wherein the method further comprises: establishing a chat interface between a user and a system transmitting the ~~media object~~ programming signal, wherein the chat interface utilizes at least one media object from the plurality of media objects to facilitate communications.

59. (Currently Amended) The method of claim 52, wherein the method further comprises:

establishing an electronic mail interface between a user and at a system transmitting the ~~media-object programming signal~~, wherein the electronic mail interface utilizes at least one media object from the plurality of media objects to facilitate communications.

60. (Currently Amended) The method of claim 52, ~~wherein the method further comprises establishing an instant messaging interface with a user receiving a media object from the plurality of media objects.~~ further comprising:

identifying at least one of the first user profile or the second user profile; and

identifying at least one user audience associated with the at least one of the first user profile or the second user profile,

wherein the programming signal is transmitted to the at least one user audience associated with the at least one of the first user profile or the second user profile.

61. (Currently Amended) The method of claim 52, wherein the ~~step of identifying a user profile targeted by the media-object~~ of the at least one of the first user profile or the second user profile further comprises:

obtaining user information; and

compiling the user information into ~~the user profile~~ the at least one of the first user profile or the second user profile.

62. (Original) The method of claim 61, wherein the user information is obtained from at least one source selected from the group consisting of: responses to a survey, demographic information, regional information, user viewing habits, user purchase behavior, statistical information, and user selections of media objects during a programming signal.

63. (Currently Amended) The method of claim 52, wherein the ~~step of identifying at least one user associated with the user profile object~~ of the at least one of the first user profile or the second user profile is accomplished by a receiving system.

64. (Currently Amended) The method of claim 52, wherein the method further comprises storing the ~~media-object~~ plurality of media objects in a data storage device and retrieving the ~~media-object~~ plurality of media objects from the data storage device at a designated time for transmitting the ~~media-object~~ plurality of media objects in the programming signal ~~to the user~~.

65. (Currently Amended) The method of claim 52 ~~64~~, wherein the data storage device is at least one selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

66-197. (Canceled)

198. (Currently Amended) The system of claim 52, wherein ~~the media-object obtained is in MPEG-4 format~~ whereupon receipt of the programming signal, the portion of the plurality of background media objects and the at least one of the first media object or the second media object being presented to a user audience associated with the at least one of the first user profile or the second user profile.

199-200. (Canceled)